

**ABSTRACT**

A digital television receiver and a method for operating the receiver in which stored video advertisement messages are  
5 combined with digital television video content that is being received from a digital television service provider and the combination is output for viewing by a consumer or subscriber.

The subscriber can agree to view the stored video advertisement messages in exchange for receiving the digital  
10 television receiver at a reduced cost and additionally or alternatively, may receive digital video programming from a digital television service provider at a reduced cost.

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